

KIAAA- Leadership for ADs



*CORPORATE SPONSORSHIP
OPPORTUNITIES*



PURPOSE

The purpose of the KIAAA is to:

- Promote and maintain an activities program that will encourage the widest possible participation with the highest possible standards.
- Assist and cooperate with the Kansas State High School Activities Association in carrying out its objectives.
- Improve activities understanding and relationships throughout Kansas.
- Present an opportunity for exchange of ideas on problems and practices.
- Establish and implement standards for the professional preparation of interscholastic activities administrators.





Exclusive Sponsorships

Title sponsor of the KIAAA

Exclusive Corporate Sponsorships

- **\$10,000 /yr – three to five-year commitment**
[Limit of 3, preferably separate industries]
- **Corporate name will be used in conjunction with all references to KIAAA, which may include:**
Banners – Advertising (Website & Newsletters, Conference Favors, Golf Tournament, Press Releases, Fall & Spring Conferences)
- **Opportunity to address full membership at KIAAA Fall and Spring Conference. Also, exclusive access to golf tournament, awards banquet, and other mutually agreed upon opportunities for recognition and exposure for sponsor.**



Corporate Sponsorships



The KIAAA offers many innovative marketing techniques to support the KIAAA organization.

Corporate Sponsors for the following (\$5,000 per option):

- **Conference Favors (logo on apparel, etc)**
- **Golf Tournament**
- **KIAAA LTC Courses**
- **Spring Conference Partnership**
- **Exclusive sponsor of all KIAAA press releases, newsletters**

Benefits include:

- **Opportunity to address two individual sessions at the spring conference.**
- **Full involvement in the golf tournament.**
- **Involvement in the awards banquet.**
- **Advertising space in newsletter, and KIAAA website and conference packets**
- **Free vendor booth**



Sponsorships

KIAAA information is sent to every high school and middle school in the state weekly.

Big Event Sponsors for the following:

- Spring conference program cover sponsors (\$1000)
- Awards ceremony sponsor (\$1,000)
- KIAAA Banquet sponsor (\$1,000)
- KIAAA Scholarship sponsor (\$1,000)
- Conference or Workshop Speaker (\$1,000)
- Golf Tournament Sponsor (\$1000)
Have your company logo on golf balls
- Conference Meal or Hospitality (\$1,000)

Benefits For Event Sponsorship:

- Acknowledgement at the event of your choice as being that events sponsor
- Recognition in newsletters and conference program as being a KIAAA sponsor
- Sponsor literature in conference packet (must be submitted 2 weeks in advance)



Sponsorships

The KIAAA is THE state-wide leadership voice for interscholastic administrators.

Additional Sponsor Opportunities

Live stream sponsor of conference clinic sessions (\$500)

Vendor Booths (\$350-\$500)

Website ads (\$250-\$500)

Workshop and Prize Sponsors (\$250-\$500)

Newsletter ads (\$250)

Advertisement in Spring Conference programs (\$250 – free for booth vendors)

Ten-minute demo during conference vendor session (\$250)

All sponsors committing \$500 or more are acknowledged on the sponsor's banner at the Spring Conference.



Kansas Interscholastic Athletic Administrations

All contributions are tax deductible and will be used to further the goals of the organization.

Contracts / Letters of Intent

- When appropriate – contracts will be issued for full disclosure of details and benefits.
- Letters of Intent may also be issued to determine the level of interest for certain projects.





Marketing Through Innovation

New and innovative options to provide sponsorship opportunities for businesses while helping out the professional organization focused on Kansas kids!

Creative/Innovative

- The KIAAA is always interested in creative and innovative ways to show your support for High School Athletics, while providing saturation of coverage for your business.
- If you have an area of sponsorship not listed in the guide, please contact us and let us listen to what you might have in mind.

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